

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2016 /2017

### BRM 2834 – RESEARCH METHODOLOGY

(Distance Education)

2 MARCH 2017

2:30 p.m. – 4:30 p.m.

(2 Hours)

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#### INSTRUCTIONS TO STUDENTS:

1. This question paper consists of **TWO** parts and **8** pages (excluding of the cover page).
2. Please answer **ALL** questions.
  - **Part A** contains multiple choice questions (40 marks). Shade the most appropriate response on the multiple-choice answer sheet.
  - **Part B** contains short answer questions and essay questions (60 marks). Write your answers in the Answer Booklet provided.
3. The total marks for this paper is 100 marks.

**PART A: MULTIPLE CHOICE (40 marks)**

Part A is to be answered on the multiple-choice answer sheet. **Read each of the items below carefully and then indicate the most appropriate response on the multiple-choice answer sheet.** (2 marks for each correct answer, for a total of 40 marks)

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1. Research done with the intention of applying the results of the findings to solve specific problems currently being experienced in an organization is called:
  - a. basic research
  - b. applied research
  - c. systematic research
  - d. analytical research
  
2. The primary purpose of research is to:
  - a. get more data.
  - b. extend the conceptual understanding of a topic.
  - c. produce work of publishable quality.
  - d. establish empirical work in order to test a theory.
  
3. Engaging an internal team or staff member to conduct a research project in your organization allows the following benefits to be reaped except:
  - a. takes time to know and understand the organization
  - b. better acceptance from staff
  - c. more knowledge about the internal condition of the organization
  - d. fast implementation
  
4. A manager observes that higher prices lead to more sales. The results of an interview with five marketing experts point out that consumers use price as an indicator for quality. This is an example of \_\_\_\_\_ research.
  - a. inductive
  - b. deductive
  - c. interview
  - d. descriptive

Continued ...

5. Which of the following criteria do NOT belong to a theoretical framework?
- The hypotheses corresponding to the model.
  - The operationalization of the used constructs of the model.
  - A logical explanation of the relationships within a model.
  - A graphical representation of the model.
6. A researcher conducted an experiment to see if increasing water consumption lessens the visible effects of rosacea, a common skin condition. The dependent variable in this experiment was :
- rosacea.
  - increased water consumption.
  - the amount of water consumed.
  - the visible condition of the skin.
7. \_\_\_\_\_ focus on collecting information about a specific, object event or activity, such as a particular business unit or organization.
- Case studies
  - Triangulations
  - Data interpretation
  - Sampling techniques
8. Experiments, observational methods, and questionnaires are examples of \_\_\_\_\_ methods in survey research.
- data collection
  - data analysis
  - data interpretation
  - data cleaning
9. Temperature is a variable with a /an \_\_\_\_\_ scale :
- nominal
  - ordinal.
  - interval.
  - ratio.

Continued ...

10. What is the suitable scale as reflected below:

<p style="text-align: center;"><i>"What is your annual gross income?"</i></p> <p><input type="checkbox"/> &lt; RM 15, 000</p> <p><input type="checkbox"/> RM 20, 000 – RM 30, 000</p> <p><input type="checkbox"/> RM 30, 000 - RM 45, 000</p> <p><input type="checkbox"/> RM 45, 000</p>
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- a. nominal scale.  
b. ordinal scale.  
c. interval scale.  
d. ratio scale.
11. A scale on which opposing adjectives such as "Adequate-Inadequate", "Good-Evil" or "Valuable-Worthless" are presented is called a :
- a. likert scale.  
b. force-ranking scale  
c. ratio-scale  
d. semantic differential scale
12. When subjects have their attitudes measured several times, and the attitudes remain very consistent, we say that this attitude scale is:
- a. reliable  
b. valid  
c. high in face validity  
d. high in content validity
13. Empirical measures that produce "numbers" that can be analyzed with statistical tests are part of which type of research?
- a. Qualitative research  
b. Pseudo research  
c. Hermeneutic research  
d. Quantitative research
14. The people who fill out and return a mail survey are called:
- a. participant-observers.  
b. moderators.  
c. focus group participants  
d. respondents

Continued ...

15. When a researcher examines the words used in editorials of the *New York Times* to check the bias of these editorials, this is an example of what type of observation?..
- Factor analysis
  - Content analysis
  - Correlation analysis
  - Naturalistic observation analysis
16. When a researcher assigns a "1" to females and a "2" to males in a survey tabulation, this is called \_\_\_\_\_ .
- editing.
  - coding
  - data analysis
  - data interpretation
17. A graph of a frequency distribution in which the height of each bar states the frequency of its category is called a:
- cross-tabulation
  - bar chart
  - scatter plot
  - pie-chart
18. "When X increases Y decreases", indicates what type of correlation between X and Y?
- Neutral
  - Unobservable
  - Negative
  - Positive
19. In which part of a research report should the research design be described?
- Appendix
  - Research methodology
  - Limitations of study
  - Literature review

Continued ...

20. The degree to which results of a study can be extended to other settings or conditions describes:
- a. population generalisability
  - b. contextual generalisability
  - c. random sampling
  - d. objectivity

**SECTION B (60 marks): Answer ALL questions. Write your answers in the answer booklet provided.**

**Question 1 (20 marks)**

Question 1 is based on the following article. Read the article carefully and answer the presented questions subsequently.

**Children can choke even when adults are around.**

By: TAN SHIOW CHIN, JAN 15, 2017

According to Dr Hardip Singh Gendeh, those aged between 12 and 24 months are the most likely to experience choking due to a foreign object or body. This is due to the fact that this is the age when their ability to move around increases, but they have not yet developed enough teeth to chew properly. The Universiti Kebangsaan Malaysia Medical Centre Department of Otorhinolaryngology – Head and Neck Surgery (UKMMC ORL-HNS) medical officer noted that it is usually children under the age of five who run the highest risk of choking on a foreign body.

For example, a Sarawak General Hospital study published in the February 2012 edition of the *Malaysian Medical Journal* reported that 1,084 such cases, comprising 825 outpatients and 259 inpatients, were seen at the hospital between 2005 to 2009. With about 30% of the Malaysian population consisting of children below the age of 15, this can be a significant problem. “Foreign bodies within the ear, nose, larynx, trachea, pharynx and oesophagus can present as a minor irritation, or it can be life-threatening. “Usually in 70% of cases, we are able to remove it with ease, but the other 30%, which is usually in the paediatric age group, may have to be subjected to anesthesia, which increases the risk for removal and the outcome,” explained Dr Siti. Part of that complication arises because of the physical limitations of the body.

Dr Siti, who is a senior consultant pediatric otolaryngologist at Hospital Sultanah Bahiyah in Alor Setar, Kedah, explained that foreign bodies in children can be inhaled, aspirated, ingested and “the naughty ones insert them”. Both food and non-food items are culprits in such incidences, although food is responsible for more than 70% of choking injuries, according to Prof Dr Dario Gregori from the University of Padua, Italy.

**Continued ...**

"This food is usually not properly prepared, it's not properly served to children," he said during the SafeFood4Children Project presentation in Putrajaya recently. Both Prof Balwant and Dr Siti spoke at the same event, which was part of the 9th International Symposium on Recent Advances in Rhinosinusitis and Nasal Polyposis (ISRNP). "These kind of choking injuries are occurring with and without supervision from the adults," said Prof Grigori, who holds the Chair of Medical Statistics and Risk Analysis at Padua's Department of Cardiac, Thoracic and Vascular Sciences.

"We know that a large percentage of the injuries occur without the supervision of adults (42%). "This means basically that the parents are not aware of the risk. "They think that their child is safe, that the child can play or can deal with the food alone. But injuries happen." Pointing out that 85.9% of the choking cases that occur during eating actually happen under adult supervision, he said: "It means that the parent is there, the parent is feeding the child, but the food is not prepared in a proper way."

According to Dr Hardip, a review of published Malaysian research shows that the top three most common food items involved in choking cases are peanuts, watermelon seeds and coconut kernels.

*This news was excerpted from: <http://www.star2.com/family/children/2017/01/15/children-can-choke-even-when-adults-are-around/#LEuStwCCb9exhYSM.99>*

- a) Write an appropriate problem statement that you may draw from the above article. In your problem statement, please include the expectation, reality and gap (research issue).

(6 marks)

- b) Assuming you intent to conduct a quantitative study, based on the problem statement that you had crafted above, who will be the target respondents in your questionnaire survey.

(2 marks)

**Continued ...**

- c) List down any five possible independent, dependent and moderating variable that you may create based from the above article. You may draw a table in your answer booklet by indicating the name of the variable and the items associated with the variable.

Variables	Name of the items.
E.g Independent variable	Smoking behavior
i)	
ii)	
iii)	
iv)	
v)	

(5 marks)

- d) Based on the above identified variables, draw a research framework that illustrates the relationship of the variables.

(5 marks)

- e) Compose a suitable research title based on the research framework.

(2 marks)

Continued ...



**Question 2 (20 marks)**

- a) Briefly explain any five (5) characteristics of good scientific research. (10 marks)
- b) Describe five (5) reasons why a manager needs to be knowledgeable about research and research methodology especially when he or she needs to manage company's resources (e.g people, budget, projects etc) (10 marks)

**Question 3 (20 marks)**

Determine whether each situation listed below uses a probability or non-probability sampling technique. Then, state and justify the most appropriate sampling technique that can be used in each case.

- a) An inspector visits a large company to check their vehicles. The company has 4 large-load vehicles, 136 light vans, and 21 cars. The inspector has decided to sample 10% of the vehicles. Each type of vehicle is to be represented in the sample.
- b) You intend to survey students in your school to determine whether the students would like to have a talent-time day in June. You obtain all the class lists and generate random numbers of students in each class to participate in your survey.
- c) A mineral water company wants to find out why people choose a particular brand of mineral water. You ask the first 20 people that you have seen carrying mineral water in the park on a hot day.
- d) Jeniffer wants to understand the causes of urban poverty among homeless people in Kuala Lumpur. However, at the moment she only can find five homeless people who are willing to participate in her interview. She asks them if they know any more homeless people. They give her several further referrals, who in turn provide additional contacts. In this way, she manages to contact sufficient homeless to be included in her study.

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